

cdaq predicts sales performance



Building on the validity of cdaq, our team have recently completed a study to identify how cdaq can predict sales performance within a call centre environment. The study has revealed some really interesting results and confirms our hypotheses that the cdaq dimension 'Towards - Away From' is fundamental to successful performance in a sales role.

The study looked at the performance of 50 Sales Advisers including competency ratings, productivity (such as First Point of Contact Resolution) and overall performance.

likely to close the sale. An Adviser with a 'Global' preference would tend to ask open, broader questions which would help to really establish the customer's needs in order to best meet their requirements.

In terms of the productivity data, it was found that First Point of Contact Resolution (which is concerned with dealing with customer enquiries within their first call) was related to an 'Activity' preference. Advisers focussed on meeting the needs of the task were likely to score more highly in relation to this criterion. This raises an interesting point in terms of customer service as it suggests that those with a 'People' preference, who demonstrate genuine interest in the needs of others, do not perform as well.

Our analysis

Our analysis revealed that Advisers with a 'Towards' preference are likely to be rated more highly in terms of overall performance. This is typical of many sales people motivated by the promise of rewards and incentives.

Those with an 'Evaluative' and 'Global' preference were also found to perform more strongly in a sales environment. Some of the behaviours associated with these preferences are looking for hidden motives and thinking in terms of the bigger picture. It makes sense that an individual who is more likely to challenge a customer rather than just accepting their reasons for not wanting to make a purchase, is more

likely to close the sale. Focus group research with call centre customers reveals that, although wanting to be treated courteously and with respect, they are more concerned at getting their enquiry dealt with as quickly as possible. In this respect, it is likely that someone with an 'Activity' preference would be better placed to meet their needs.

Outcomes

As a result of this study the company involved have completed our three day accreditation programme (www.cdaperform.co.uk/cdaqaccreditation) to use cdaq and are in the process of incorporating it into their recruitment process.

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Accept <i>Accept people at face value</i> <i>Assume the best of others</i> <i>Quickly warm & friendly with new people</i> <i>Reveal a lot of themselves to new people</i>				X							
											Evaluate <i>Look for hidden motives</i> <i>Cautious about new people</i> <i>Question motives & intentions</i>

Data protection and psychometric testing

We are in the process of reviewing our registration with the Information Commissioner in relation to cdaprofile Ltd. In doing so we are also evaluating our data protection processes and continuing to ensure that the following key points are being applied in relation to psychometric assessment. If you are unsure (as a user of psychometric tests) of any of the elements of the Act then you should seek legal advice.

- The Data Protection Act relates to personal information that is held about a living person and affects that person's privacy. It covers information that is kept on automated and computerised systems and therefore applies to psychometric records whether held on paper or on a computer.
- When an automated system is used as the sole basis for short-listing, applicants should be made aware of this and of how to make representations against any adverse decisions (for example if an online ability test is used as a screening tool).
- Ensure that psychometric tests are only used by those who have received appropriate training.
- Ensure that the recruitment process includes a mechanism for feedback which will allow the verification of information gained from a personality assessment and when appropriate, give the applicant the opportunity to challenge the results if they do not feel that they accurately represent them.
- The subject has the right to obtain information held about themselves in return for a small fee. In the case of psychometrics it is important that this is in such a format that the individual is able to understand without specialist training.

Clearly, these only provide some general guidance and do not fully cover the complexities of the Act. For further information please consult www.informationcommissioner.gov.uk.

While it can feel like a daunting process it is important for all to ensure the best interests of both the test taker and test user are protected. We are committed to making sure our best practices for psychometric testing continue to reflect the requirements of the Act.

cdaq online

We have recently made some changes and updates to our online and printed materials and made clearer links to the information on our main website. We will in turn be making changes to the online cdaq tool to reflect this.

We hope these improvements and additions are of interest and allow a more fluent read. You can view all these changes as indicated in the contact box below.

Changes include pdf versions of our 'case studies' and 'validation studies', along with a new look cdaq report and profile, part of a suite of three (cdafeedback and cdasurvey)

For more information please call Lisa, Alice or Kim on 0113 273 3273 or visit us at cdaq.co.uk to arrange to complete cdaq and receive your free Personal Feedback Report

www.cdaq.co.uk

www.cdaperform.co.uk/cdaq

cda
Oak House
1 Limewood Way
Limewood Business Park
Leeds LS14 1AB
T: 0113 273 3273
F: 0113 273 9000

Company number 5087423
VAT number 852 5497 01

